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Press release
Bézéril, April 30 th 2026

Nataïs presents the lowest-carbon popcorn on the market at the 2026 PLMA Trade Show

Distributors and suppliers are encouraged to come and discover this popcorn supply chain, which is the most committed to sustainable and responsible popcorn production in France.

For more than 30 years, Nataïs teams have pursued their three-pillar approach to develop a popcorn supply chain unlike any other in Europe.

From the outset, the Nataïs popcorn supply chain stands out by implementing and actively supporting farming practices that respect the land and its inhabitants.

Nataïs works with its 210 partner farmers on the ground to achieve a sustainable and realistic agricultural transition towards resilient practices that nourish the soil and store carbon.

Throughout the rest of the process, customers and suppliers can rely on the experience and reliability of this family-run, yet international, company.

Founded in 1994, the company is now the European market leader. This position has been achieved through its expertise and constant efforts to improve, in order to guarantee its customers a product and service quality that lives up to its commitments.

Quality is indeed the third pillar of Nataïs' success.

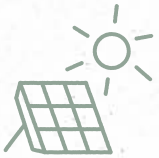
Thanks to its full control of the production chain, from seed to delivery, Nataïs can guarantee traceability and a Premium product. Nataïs popcorn meets the most demanding specifications on the market.

ABOUT NATAÏS: Nataïs is an international family business that specialises in popcorn production. Deeply rooted in its local area, the company works on a daily basis with its employees, farmers, suppliers, partners and customers to develop an industry that adds value for everyone. Since 1994, Nataïs has been passing on its passion for popcorn through its production chain.



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Low carbon popcorn is a global commitment



Green and circular energy: Renewable energy sources and self-consumption of electricity at the production site are favoured.



Multimodal transport: Since 2022, Nataïs has been deploying a multimodal transport solution which includes trains to partially replace lorries. The equivalent of 3 lorries are transported by train each week, accounting for 7% of shipments. The company's short-term objective is to double the number journeys benefiting from at least one rail link.



Regenerative farming and carbon storage: Agriculture, which is responsible for 25% of global greenhouse gas emissions, plays a major role in climate change but is also one of the solutions for combatting climate change. Nataïs supports its farmers' transition to sustainable approaches with additional remuneration: participating farmers receive a cover crop premium. The total funding amount, in 2025, is €410K, across more than 6,600 hectares.

Popcorn is all we do.